

Española entrepreneur breaks ground; expansion will create 50 new jobs

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Eric Quintana, a native of Española and founder of Performance Maintenance, Inc. (PMI), welcomed state and local officials at a groundbreaking ceremony for his company's expansion in Española on June 17. Since launching PMI with his wife, Celina, from their home in 1994, the company now boasts more than 80 employees in two states.

Governor Susana Martinez and New Mexico Economic Development Department Cabinet Secretary Jon Barela were the honored guests at the public ceremony hosted by the Regional Development Corporation (RDC), also based in Española. The RDC is the Laboratory's key partner for economic development investments throughout northern New Mexico. The groundbreaking ushered in the next phase for PMI that is expected to create approximately 50 new jobs.

“Small, local businesses like these are exactly the kind of enterprises we want to help grow. When they succeed, our families and communities succeed,” said Governor Susana Martinez.

The groundbreaking was a culmination of years of strategic planning for long-term sustainability by Quintana. What started as a part-time endeavor to bring in extra spending money has blossomed into a company that now enjoys long-term relationships with its clients and its employees in two states, New Mexico and Texas. As the need to expand became a reality, Quintana remained committed to creating sustainable jobs for northern New Mexico and was adamant in requiring his contractors to utilize local laborers and materials whenever possible.

“It’s not enough to have fifty percent of your materials and labor coming from right here in New Mexico,” says Quintana. “I am happy to report that the contractor I am hiring is able to supply one hundred percent of the labor from right here in northern New Mexico, as well as eighty percent of the materials.”

Kathy Keith, RDC executive director, stated, “The RDC is excited to collaborate with PMI on this building project that will bring so many new jobs to Española. Their expansion is due to assistance from Los Alamos Connect, an economic development investment by Los Alamos National Laboratory and Los Alamos National Security, LLC.” The RDC administers the Los Alamos Connect program for the Laboratory.

There is an outpouring of support from local government entities and the business community in Española right now, but getting to this point would not have happened without key assistance from Val Alonzo, the business expansion and retention specialist provided by Los Alamos Connect. Quintana said, “Val Alonzo has been instrumental. He introduced me to all the important players in financing this venture, and he helped me initiate negotiations with the County for a tax incentive structure that will help create more jobs more quickly.” Juan E. Torres, finance specialist with the New Mexico Economic Development Department, worked with Alonzo to put together a financing package for PMI. Alonzo also facilitated assistance from the City of Española through LEDA (Local Economic Development Act) funds to help offset some of the permitting costs.

“One of our main priorities in the Economic Development Department is promoting the success of our local, existing small businesses,” said New Mexico Economic Development Department Cabinet Secretary Jon Barela. “That is why it is great that our Finance Development Team was able to help this business secure financing for this expansion, and our Office of Business Advocacy was able to assist with regulatory and permitting needs.”

When the project is completed, the new custom facility on Paseo de Oñate in Española will be “built to clean from A to Z”, according to Quintana. It will serve as a superstore distribution center for PMI’s new e-commerce division, warehouse the company’s line of green cleaning products and will have the capabilities to clean almost anything. It is expected to open in November 2014.